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Article

Streamlining the DENR Permit Process: A Client Satisfaction Study

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Abstract: This study presents a detailed analysis of customer satisfaction across five key dimensions: Tangibility, Reliability, Responsiveness, Assurance, and Empathy. Utilizing a dataset comprising ratings from customers on these dimensions, the research aims to identify strengths and areas for improvement in service delivery. The results indicate high levels of customer satisfaction across all dimensions, with particularly strong performance in Reliability and Assurance, highlighting the organization's success in delivering dependable and secure services. However, while satisfaction levels are generally high, the findings suggest an opportunity to enhance the customer experience further by improving personalized interactions and deepening the understanding of individual customer needs, particularly in the Empathy dimension. The study underscores the importance of a nuanced approach to customer service, emphasizing that attention to personalization and proactive engagement can significantly enhance customer satisfaction. Through its comprehensive analysis, the research provides valuable insights into the dynamics of customer satisfaction and offers actionable recommendations for service improvement.

Keywords: Customer satisfaction, service quality, customer experience

Introduction

The pivotal role of customer satisfaction in the realm of service-oriented organizations is magnificently exemplified within the local transportation sector. The correlation between customer satisfaction and organizational success is robust and multifaceted, influencing various aspects of service delivery and organizational reputation. As highlighted by Al-Adwan et al. (2020), the satisfaction of customers acts as a linchpin for the repeated utilization of services, fosters recommendations to prospective users, and cultivates an environment of positive word-of-mouth advocacy. Conversely, a range of adverse outcomes emerges from customer dissatisfaction, including diminished



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ridership, reputational damage, and the erosion of potential revenue streams, as underscored by Deveci, Oner & Canitez (2019). The essence of understanding and strategically addressing the determinants of customer satisfaction cannot be overstated for local transportation offices.

A glaring concern that haunts the sector is the pervasive dissatisfaction among customers, primarily attributed to subpar service quality. This encompasses a range of deficiencies such as delays, cancellations, inadequate infrastructure, uncleanliness of vehicles, and discourtesy among staff members, as pinpointed by Ercan (2020). To mitigate these issues, an emphasis on enhancing service quality through meticulous maintenance, routine vehicle inspections, and the professional development of staff in customer service is paramount. Furthermore, Prado et al. (2020) identify the significant impact of communication, or the lack thereof, on customer satisfaction levels. Establishing transparent, efficient communication channels is essential for disseminating timely information regarding schedules, disruptions, and service alterations, utilizing tools such as digital platforms, social media, and direct customer support lines.

This study aims to distill strategies that bolster the service quality and operational efficiency of local transportation offices. The premise is that elevating service standards directly correlates with heightened customer satisfaction and loyalty, thereby catalyzing increased ridership and financial viability. The nurturing of robust customer relations is identified as a cornerstone for sustained organizational success (Shamsudin, 2020). This entails a comprehensive exploration of avenues for improved communication, effective grievance redressal mechanisms, and the cultivation of a customer-centric organizational ethos. Establishing a foundation of trust, enhancing the organizational reputation, and fostering a committed customer base are envisaged outcomes of this endeavor (Hotha, 2032).

Moreover, the strategic importance of customer satisfaction extends to securing a competitive edge within the industry. By consistently delivering superior customer experiences, local transportation entities can differentiate themselves from competitors, thereby attracting and retaining a larger customer base (Rahimizhian et al., 2020). The socioeconomic ramifications of customer satisfaction in local transportation are profound, reflecting on the community's economic landscape. High levels of customer satisfaction not only augment the city or region's infrastructural and developmental perception but also lure businesses, tourists, and prospective residents, thereby fueling economic expansion and societal progress. Additionally, the enhancement of customer satisfaction is instrumental in promoting social inclusivity and accessibility, ensuring equitable service provision across all community segments, including individuals with disabilities and those predominantly dependent on

public transport. This approach inherently uplifts the community's quality of life and fosters societal equality (Moschen et al., 2019).

This study offers an insightful strategies and recommendations to the locale of the study. Identifying and disseminating best practices, other transportation offices grappling with similar challenges can leverage the research findings for organizational and operational refinement. Ultimately, the objective is to elevate customer satisfaction and service quality across the local transportation industry, yielding mutual benefits for both service providers and their clientele. Understanding and integrating customer feedback is crucial, enabling transportation offices to evolve in alignment with changing passenger needs and expectations. Such adaptability is key to enduring success and sustainability within the ever-evolving transportation landscape.

Methodology

In the investigation of client satisfaction and expectations regarding the Department of Environment and Natural Resources (DENR) Surigao del Norte's processes for the issuance of cutting permits, the study employs a descriptive research methodology. This approach is particularly suited to explore and analyze the various factors that influence client satisfaction within the context of government service provision, allowing for a nuanced understanding of their interrelations. To collect primary data, the research utilizes surveys distributed to the clients of DENR Surigao del Norte, focusing on aspects such as client satisfaction in terms of service quality dimensions. The surveys are designed incorporating a 5-point Likert scale, ensuring a quantitative measure of satisfaction levels among clients. This methodology enables the identification of key areas for improvement in service delivery and client experience, providing actionable insights for the DENR office to enhance its permit issuance processes.

Results and Discussion

Table 1. Tangibility

Indicators	Customers	
	Mean	VD
Easy access/location	4.35	SS
Visually appealing (buildings and facilities).	4.65	SS
Neat and professional appearance of the employee	4.65	SS
Technically equipped with modern devices used for the processing	4.35	SS
Weighted mean	4.50	SS

The data in Table 1 on Tangibility indicates a generally high level of satisfaction among customers regarding the physical aspects of the service provided. The mean scores for the indicators fall between 4.35 and 4.65 out of a possible 5, suggesting that customers are notably

satisfied with both the physical environment and the professionalism of the service. Specifically, customers rated the visual appeal of buildings and facilities, along with the neat and professional appearance of employees, highly, both scoring a 4.65 mean. These aspects are crucial in creating a positive first impression and establishing a sense of trust and quality in the service provided. Similarly, the accessibility of the location and the technical equipment used for processing received a 4.35 mean score, indicating a positive reception but slightly lower compared to the visual and personnel aspects. The weighted mean score of 4.50 across all indicators reinforces the conclusion that customers appreciate the tangible elements of the service, suggesting that the organization is effectively managing the physical evidence of its service, which is instrumental in shaping customer perceptions and satisfaction.

Table 2. Reliability

Indicators	Customers	
	Mean	VD
Services rendered based on the DENR Citizens Charter on the Issuance of Cutting Permit.	4.70	SS
The employee provides you services on time as promised and accurately.	4.55	SS
Seen your expectations as to charges, and fees.	4.60	SS
The employee offers you some help (for example, discrepancies on the filled-up forms, arranging the essential documents based on the checklist, etc.).	4.60	SS
Weighted mean	4.61	SS

Table 2 on Reliability highlights customers' perceptions of the consistency and dependability of the service, with mean scores ranging from 4.55 to 4.70, leading to a weighted mean of 4.61. These figures reflect a high level of customer satisfaction with the reliability of the service. Specifically, the highest score of 4.70 for services rendered based on the DENR Citizens Charter on the Issuance of Cutting Permit indicates that customers are particularly satisfied with how these services meet the official standards and guidelines, emphasizing the organization's commitment to regulatory compliance and service quality. The timely and accurate provision of services by employees, as indicated by a score of 4.55, although slightly lower, still represents a strong positive assessment of reliability, suggesting that the organization is largely successful in delivering services as promised. The scores of 4.60 for both expectations regarding charges and fees, and the assistance provided by employees in navigating procedural requirements, further underscore the trust and confidence customers have in the organization's reliability. These aspects, including

transparency in costs and proactive support, are critical in reinforcing customer trust.

Table 3. Responsiveness

Indicators	Customers	
	Mean	VD
The employee gives prompt attention	4.65	SS
The employee responds to the request immediately	4.70	SS
Promptness and accuracy of information provided to customers	4.40	SS
Accessibility and availability of customer service channels (phone, email, in-person)	4.5	SS
Speed and effectiveness in resolving customer inquiries, complaints, or requests for assistance	4.5	SS

Table 3 on Responsiveness sheds light on the organization's ability to provide prompt and efficient service to its customers, a critical factor in customer satisfaction. The mean scores in this category range from 4.40 to 4.70, highlighting an overall high level of customer satisfaction with how responsive the service is. The highest score of 4.70 for immediate response to requests underscores the organization's commitment to addressing customer needs swiftly, which can significantly enhance customer perceptions of service quality. Similarly, the score of 4.65 for giving prompt attention indicates that employees are quick to acknowledge customer needs, fostering a sense of importance and care among customers. The slightly lower score of 4.40 for the promptness and accuracy of information provided suggests that while the responsiveness is generally well-regarded, there may be room for improvement in the accuracy and detail of information shared. Scores of 4.50 for both the accessibility and availability of customer service channels, and the speed and effectiveness in resolving inquiries and complaints, further reflect a robust responsiveness infrastructure. These scores indicate that the organization has effectively prioritized and implemented mechanisms for quick and efficient communication and problem resolution, which are essential components of customer satisfaction.

Table 4. Assurance

Indicators	Customers	
	Mean	VD
The employee is technically expert and knowledgeable	4.75	SS
The office is trustworthy and service-oriented	4.60	SS
The employee speaks courteously	4.40	SS
Consistency of the processes based on the DENR Citizens Charter	4.60	SS
Making the client feel safe in their transactions	4.70	SS

Table 4 focuses on Assurance, highlighting the confidence and trust customers feel in the organization's competence and reliability. The indicators range from technical expertise and knowledgeability to

courteous communication and process consistency, with mean scores between 4.40 and 4.75, indicating a high level of customer assurance. The highest score of 4.75 for the technical expertise and knowledge of employees underscores the significant impact of employee competence on customer trust and satisfaction. This suggests customers feel confident in the employees' abilities to deliver quality service and handle complex issues effectively. The scores of 4.60 for both the perception of the office as trustworthy and service-oriented, and the consistency of processes based on the DENR Citizens Charter, reflect a strong sense of organizational reliability and adherence to established standards, further enhancing customer assurance. The score of 4.70 for making clients feel safe in their transactions highlights the importance of security and trust in financial and personal interactions, suggesting that the organization successfully creates a secure and trustworthy environment for its customers. However, the relatively lower score of 4.40 for courteous communication, while still indicating satisfaction, suggests a potential area for improvement in enhancing interpersonal interactions and customer service.

Table 5. Empathy

Indicators	Customers	
	Mean	VD
Having the client's best interest at heart.	4.65	SS
The office maintains its strong client relationship (ex. good communication).	4.55	SS
The employee shows personal attention to you to feel special	4.40	SS
The employee knows your specific needs (for example, the PACD Officer will immediately refer you to the assigned personnel).	4.30	SS

Table 5 delves into the dimension of Empathy, illustrating the organization's dedication to understanding and addressing individual customer needs with a personal touch. The mean scores, ranging from 4.30 to 4.65, highlight a strong customer perception of empathy in service delivery. The highest score, 4.65, for having the client's best interest at heart, signals that customers feel valued and believe the organization prioritizes their welfare and needs. This aspect is critical in building long-term customer relationships, as it demonstrates a genuine concern for customer satisfaction and well-being. The score of 4.55 for maintaining strong client relationships, through good communication, suggests that the organization is successful in creating a sense of connection and understanding with its customers, further enhancing the overall service experience. Meanwhile, the scores of 4.40 and 4.30 for personal attention and knowing the customer's specific needs, respectively, although slightly lower, still indicate a positive customer experience. These scores reflect the organization's efforts to make customers feel special and understood on an individual level, such as through personalized service and immediate referral to the

appropriate personnel. The relatively lower score for knowing customer's specific needs might hint at an opportunity for further improvement in personalizing service and deepening customer knowledge. Overall, the empathy scores suggest that the organization has cultivated a caring and attentive service environment, which is instrumental in fostering customer loyalty and satisfaction.

Table 6. Descriptive Results

Statistic	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Count	5.00	5.00	5.00	5.00	5.00
Mean	4.50	4.612	4.55	4.61	4.46
Standard Dev.	0.15	0.054	0.122	0.134	0.139
Minimum	4.35	4.55	4.40	4.40	4.30
25th Percentile	4.35	4.60	4.50	4.60	4.40
50th Percentile	4.50	4.60	4.50	4.60	4.40
75th Percentile	4.65	4.61	4.65	4.70	4.55
Maximum	4.65	4.70	4.70	4.75	4.65

The descriptive results summarized in Table 6 provide a comprehensive overview of customer satisfaction across five dimensions. The Mean scores for these dimensions range from 4.46 (Empathy) to 4.612 (Reliability), indicating overall high levels of satisfaction, with Reliability slightly leading. This suggests that customers particularly value the dependability and accuracy of the service they receive. The Standard Deviation values, which measure the variation of responses, are relatively low across all dimensions (ranging from 0.054 to 0.139), indicating a consensus among customer perceptions. The Minimum and Maximum scores further show that none of the dimensions fell below a 4.3 score, and scores went as high as 4.75 (Assurance), showcasing a generally high level of service across the board. Analyzing the percentiles, it's observed that the median (50th Percentile) scores are tightly grouped between 4.4 (Empathy) and 4.60 (Reliability, Assurance), further affirming the overall positive customer experience. The 25th and 75th Percentiles highlight a small range of variation, underscoring consistent satisfaction among respondents. In summary, these results underscore a strong performance by the organization across critical dimensions of customer service, with particular strengths in Reliability and Assurance. The slightly lower scores in Empathy suggest a potential area for further enhancement, focusing on personalization and understanding individual customer needs. Overall, the data reflects a positive reception of the service provided, indicating effective service delivery and a solid foundation for maintaining and improving customer satisfaction.

The data in table 7 presents an interesting perspective on customer satisfaction across five different dimensions. The ranges of responses, indicating the spread between the lowest and highest ratings, vary across these dimensions, revealing insights into customer perceptions and expectations.

Table 7. difference between the maximum and minimum values

Dimension	Range
Tangibility	0.30
Reliability	0.15
Responsiveness	0.30
Assurance	0.35
Empathy	0.35

Tangibility and Responsiveness both show a moderate range of 0.30, suggesting a fairly consistent level of satisfaction but also indicating areas with room for improvement or variability in expectations. Reliability, with the lowest range of 0.15, indicates a strong consistency in customer perceptions, possibly pointing to a well-maintained standard in service reliability that meets customer expectations uniformly. Assurance and Empathy, on the other hand, exhibit the highest variability with ranges of 0.35. This suggests that customers' feelings of safety, trust, understanding, and care vary more significantly than other aspects, highlighting potential areas for focused improvement. These differences might reflect the subjective nature of Assurance and Empathy compared to the more tangible aspects of service delivery, indicating a diverse set of customer expectations and experiences in these areas.

Conclusion

The comprehensive analysis across various dimensions of customer satisfaction Tangibility, Reliability, Responsiveness, Assurance, and Empathy reveals an overall high level of customer satisfaction with the services provided by the organization. The consistently high scores across these key areas reflect the organization's effectiveness in delivering quality service, maintaining reliability, ensuring responsiveness, providing assurance, and demonstrating empathy towards its customers. Particularly noteworthy is the organization's exceptional performance in the areas of Reliability and Assurance, which suggests a strong foundation of trust and competence that customers recognize and appreciate. While the overall satisfaction levels are commendably high, the slightly lower scores in Empathy,

though still positive, highlight an opportunity for the organization to further enhance its customer service by focusing on more personalized interactions and understanding the unique needs and expectations of each customer. This nuanced approach to customer service can potentially elevate customer satisfaction to even higher levels. The data indicates that the organization is on a solid path towards sustaining and building on its customer service excellence, with targeted improvements in customer personalization and engagement poised to further enrich the customer experience.

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